

Fine Freelance Writing, Translating, And Professional Speaking Now Under One Umbrella

By Lee Cuesta Enterprises & Associates

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Lee Cuesta Enterprises offers three core services to assist businesses achieve desired communications results, without hiring additional staff. Now all three are combined at new website, simplifying the process for groups seeking their services.

“We wanted to bring all three facets of our operation under one umbrella. That’s why we launched our new website,” explains Lee Cuesta. “The three services we provide at Lee Cuesta Enterprises and Associates are:

- fine freelance writing
- superior Spanish-English translating, and
- professional speaking.”

Now live, the new website combines these three services under the heading “E²” (“E squared”). “E² represents Elegance X Excellence,” says Cuesta.

“For instance, in our first area – freelance writing – E² signifies Writing Elegance coupled with Reporting Excellence.”

Lee Cuesta Enterprises and Associates is deadline-driven, and is fully bilingual, offering original articles and copy in either English or Spanish. Cuesta earned his degree in journalism with honors from University of Oregon, studied Spanish at the Instituto Mexicano de Relaciones Culturales in Mexico City, and then worked as a journalist both in and near Mexico City for eight years, where he also published a newsletter. He has 30 years multi-cultural experience, and is published internationally. For this reason, the website states that: “elegance times excellence equals global response.”

For example, a press release that Cuesta recently posted online was picked up not only in Italy, but also in Puerto Vallarta. His three-part series about the situation in Chiapas, Mexico – originally published in the U.S. – was reprinted by a publication in Canada. Another article that was originally published in Mexico City, was picked up by a further magazine covering all of South America. In addition, Cuesta’s articles repeatedly become cover stories for magazines.

The new website’s URL is <http://www.leecuesta.com>.

Superior Spanish, the translation arm of Lee Cuesta Enterprises and Associates, is the second service they provide. Already they have signed contracts with two significant clients. The first was CEA Technologies, a firm that manufactures high-tech medical devices. Cuesta has translated their assembly documents because one of their manufacturing operations is located in the Dominican Republic. The second client is the agency, Infinity Concepts, to translate their clients’ material into Spanish for the entire Latin American market, as well as the Hispanic market within the U.S.

“Our rates are competitive, but our primary benefit is providing translation that is superior,” says Cuesta. To accomplish this, he explains, “I work with a multicultural team of translators who are dedicated to excellence, accuracy and timely delivery. One is native Mexican, a graduate of la Universidad Autónoma del Estado de México, with his B.A. in English. Another grew up in Mexico, receiving her education in Spanish. She is fully bilingual, and worked as an ESL teacher for four years.” In addition, these associates have translated two complete book projects with on-time delivery for a major Hispanic publisher. They also have translated various brochures and other literature for nonprofit organizations.

The third service announced at the new website is professional speaking. Lee says, “I am available as a speaker for groups, seminars, conferences, youth ministry, reading groups, missions events, Rotary or Kiwanis Clubs, Mecha chapters ... whatever your needs require.” Cuesta is renowned for wearing his bib-overalls, because when he leads a workshop, it literally involves work. As keynote speaker, he brings stories that engage the audience. He is author of the 2001 novel, *Once:Once* (or “11:11”), about the religious intolerance and struggle for autonomy in the Mexican state of Chiapas. He is a fully bilingual

speaker, English and Spanish.

Cuesta delivers a variety of topics that include:

- Letter to Sons: Enabling young men to achieve authentic manhood
- Secrets of a Successful Waiter
- Chiapas: Martyrs and exiles in southern Mexico
- Fear of Success.

In addition, he and his staff can prepare a custom-tailored talk for any event.

“Our desire is to assist businesses and organizations achieve their desired results in public relations and communications (both external and internal), without the need to hire any additional staff (neither part-time nor full-time),” Cuesta says. “They can outsource to us as often or as little as they need. That means press releases, full-length articles, web content, development materials ... all of which are included within our range of skills and experience.”

Besides the new website, Lee Cuesta Enterprises and Associates can also be contacted by telephone at 719-216-4589.

Category	Business, Services, Marketing
Email	Click to contact author
Website	http://leecuesta.com
Phone	719 216 4589
Address	Suite 76952 5925 Galley Road
City/Town	Colorado Springs
State/Province	Colorado
Zip	80970-6952
Country	United States
Link	http://prlog.org/10049661



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